

## **Motorcycle Advanced Driver Assistance System Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032**

Market Report | 2024-08-22 | 240 pages | Global Market Insights

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### **Report description:**

The global Motorcycle Advanced Driver Assistance System Market expanded to USD 1.7 billion in 2023 and will register a 7% CAGR between 2024 and 2032, owing to rising customer awareness and demand for safety features, combined with the rapid evolution of sensor and processing technologies. As riders increasingly prioritize safety, advanced features such as collision avoidance, lane-keeping assistance, and adaptive braking become more sought after. Also, advancements in sensor technology and processing power enable the development of more sophisticated and reliable ADAS solutions. This convergence of heightened safety awareness and technological progress is fueling robust market expansion.

The motorcycle advanced driver assistance system industry is classified based on sensor, distribution channel, component, vehicle, technology, and region.

The adaptive cruise control system segment achieved a 21% share in 2023, driven by its significant safety and convenience benefits. This technology automatically adjusts the motorcycle's speed to maintain a safe distance from the vehicle ahead, enhancing rider safety and reducing fatigue on long rides. As riders seek more advanced and user-friendly safety features, the demand for adaptive cruise control systems grows. Its ability to provide a smoother and safer riding experience positions it as a dominant market segment.

The LiDAR segment will generate USD 720 million by 2032, fueled by its superior accuracy and reliability in detecting objects and obstacles. LiDAR technology provides high-resolution, three-dimensional mapping of the environment, enabling advanced safety features such as collision avoidance and adaptive cruise control. Its ability to operate effectively in various lighting conditions and weather environments enhances overall rider safety. As the demand for precise and robust sensor technologies grows, LiDAR's advanced capabilities position it as a leading market segment.

North America motorcycle advanced driver assistance system market captured a 33% share in 2023 due to its advanced automotive technology infrastructure, high consumer awareness, and strong regulatory support for safety innovations. The region's ample investment in research and development, coupled with a growing demand for enhanced safety features among riders, drives the adoption of advanced driver assistance systems. North America's focus on technological advancement and safety regulations makes it a key contributor to the growth of the motorcycle advanced driver assistance system industry.

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